

DASHBOARD VENDITE | AdventureWorksDW

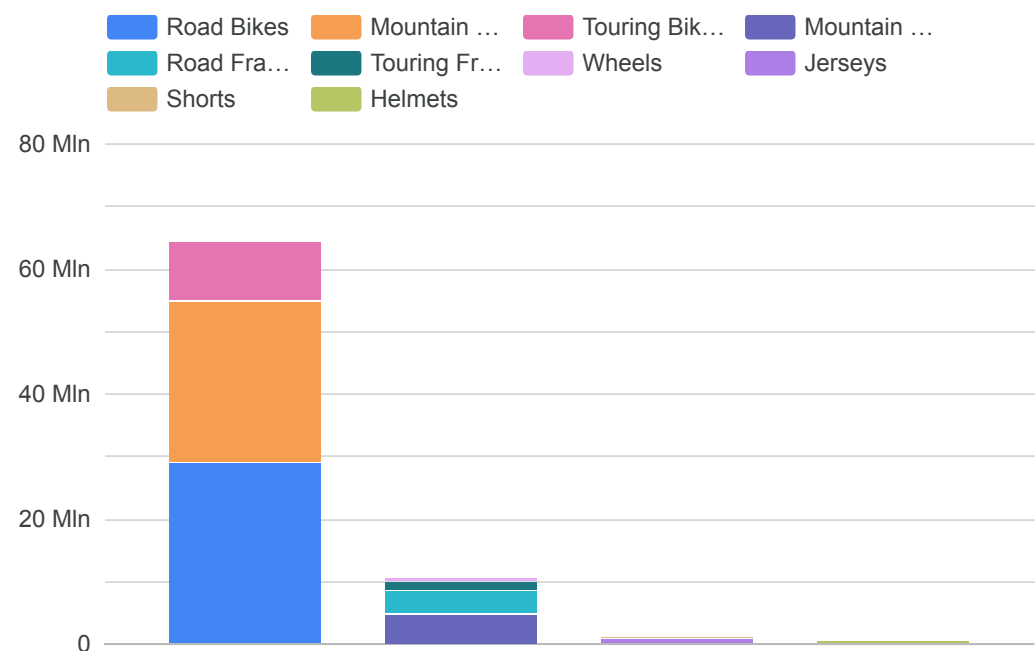
1 lug 2025 - 4 ago 2025

Sales Country

OrderQuantity



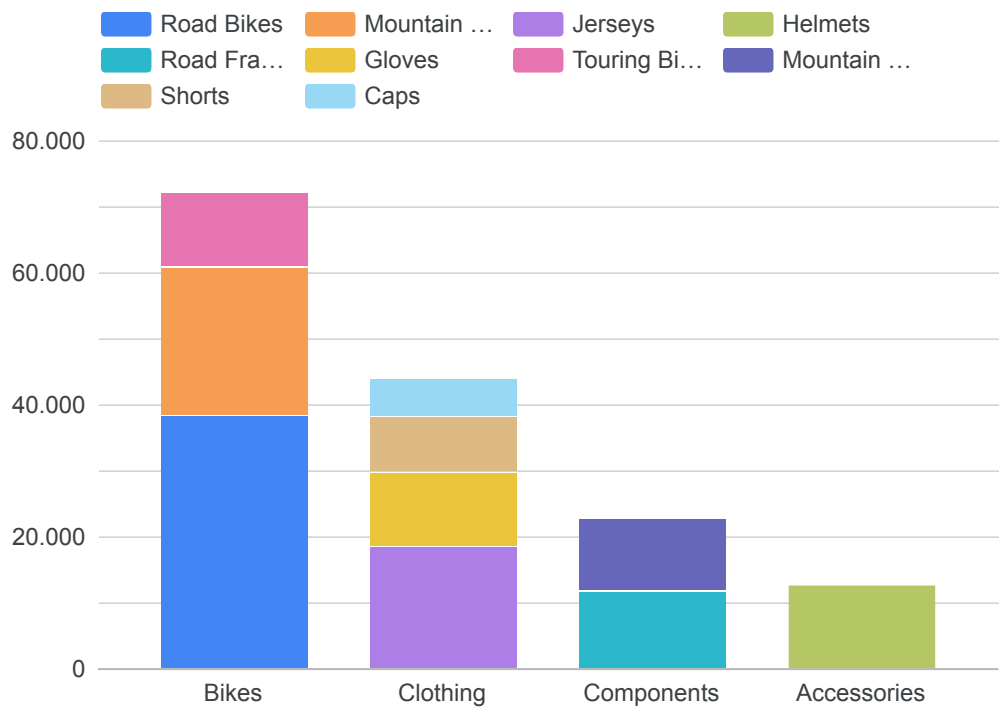
Sales Amount per Category



Total Sales Amount

SalesAmount
77.548.570,2

Order Quantity per Category



Total Order Quantity

OrderQuantity
204.114

Between July 2017 and April 2020, AdventureWorks generated a total revenue of over €77.5 million, with 204,114 orders placed. The time series chart reveals recurring peaks during summer and winter months, suggesting a seasonal trend likely driven by promotional campaigns or customer purchasing behavior. Looking at product categories, the data shows that Road Bikes dominate in terms of revenue, followed by Mountain Bikes, Frames, Wheels, and technical clothing (particularly jerseys and shorts). This highlights strong customer interest in high-end products and may indicate strategic areas for investment or targeted marketing. Overall, the sales distribution confirms AdventureWorks' positioning as a market leader in the cycling industry, offering a broad catalog, yet driven by a few high-performing products.